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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

 In re Application of:
 Knott et al.

 Serial No.:
 10/681448

 Date Filed:
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Confirmation No.: 9392
Group Art Unit: 3622

Examiner: Carlson, Jeffrey D.

Title: System and Method for Automated Customized

MAIL STOP AMENDMENT
COMMISSIONER FOR PATENTS

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The undersigned certifies that this document was submitted to the U.S. Patent and Trademark Office via the electronic filing system (EFS) on the date indicated.

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/joseph p lally/ Joseph P. Lally April 30, 2009 Date

Dear Sir:

RESPONSE TO OFFICE ACTION

In response to the Office Action mailed January 30, 2009, Applicants respectfully submit the following amendments set forth below and request favorable action thereon.

A Listing of the Claims begins on page 2 of this paper.

Remarks/Arguments begin on page 7 of this paper.